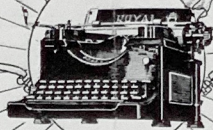


ROYAL



The ROYAL STANDARD

ROYAL TYPEWRITER COMPANY, INC., 316 BROADWAY, NEW YORK CITY, U.S.A.

Volume XI

JULY - 1926

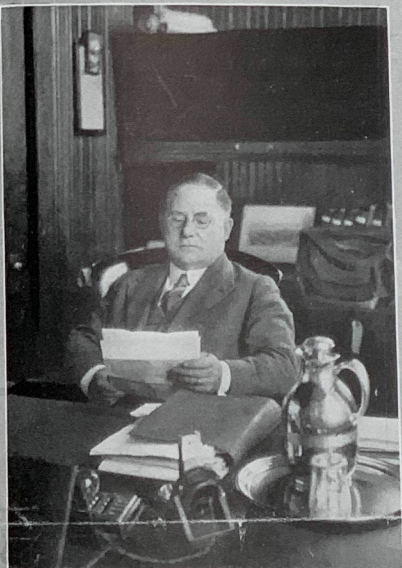
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Number 7

JUL 17 1926

"OVERHEADS" ON THE JOB

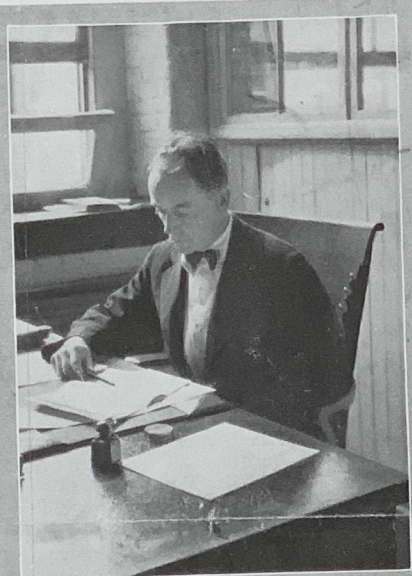
Our Factory Executives



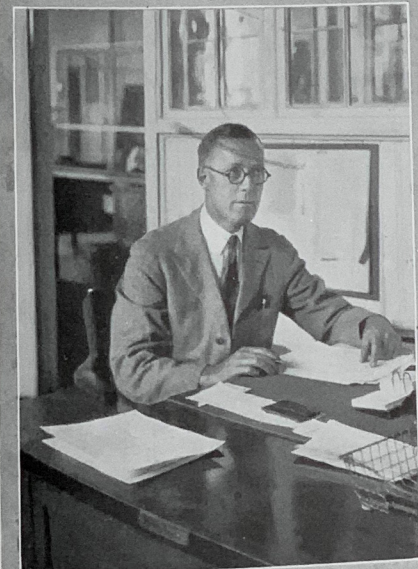
Mr. C. B. Cook,
Vice-Pres. in Charge of Production



Factory Council in Action
Messrs. Reynolds, Sherman, Froebel, Dowd, Cook, Nielssen



Mr. B. J. Dowd
Factory Superintendent



Mr. J. Reynolds
Assistant Superintendent



THE FACTORY EXECUTIVE OFFICE



Mr. F. W. Morhardt
Mechanical Superintendent

Some months ago the Royal Typewriter Company ran an advertisement in the American Magazine featuring a group of executives at the Royal factory assembled in council. We dubbed these men "overheads," which may sound peculiar, but when you consider it, it is really a very appropriate term. Their time cannot be directly charged to the cost of a part; their salary cannot be accounted either "labor" or "material." They are simply "overheads." Yet they are the most vital

factors in the supreme excellence of manufacture which distinguishes the Royal Typewriter from every other writing machine. If ever a man's personality, if ever a man's love for smoothly working mechanism, for sincerity in building was transmuted into a machine or a mechanism, these men have certainly achieved it.

Familiar through long years with every process and detail of typewriter building they rigidly maintain those standards of workmanship that have made the easy-

writing Royal Typewriter famous the world over.

These men are the "over heads" in another sense. Their word is law in everything from mechanical problems to human relations in the Royal Typewriter factory. And the marvelous part of it is that they have succeeded in passing on the spirit of harmony and quality to the rest of the workers in our tremendous factory. In the words of one who has gone through more industrial plants than he is able to count, the spirit of co-opera-

tion—the co-operation in the single great aim of producing high standards of excellency in the final product which he found in the Royal factory he has never seen excelled elsewhere and very few times equaled. Remember that for your customers the work of the Royal "overheads" reduces their over heads by equipping their secretaries and stenographers with typewriters that save time, increase output and wear phenomenally well.

BILL SAYLES, ANYAPOLIS MANAGER, LECTURES HIM- SELF ABOUT THIS NEW SALES CONTEST



Hot Diggety Dog, Bill, d'ja hear about the new contest New York announced for the sizzling months—July and August.



If that ain't opportunity knocking on our door, it must have been two other fellows.



Kid—you and me are gonna cop off this dough. It'll mean some tall stepping—but we're gonna do it—and that don't mean Maybe.



Now, it's a grand cinch that we ain't gonna win by gittin' scared of pars, quotas and bogies. Don't worry, Kid, they fade away when you really chase 'em.



Me and you are gonna git goin' right now. We're gonna loosen up the old sprint stride RIGHT NOW at the beginning of the race.



The twenty-eighth of the month it won't be us who glim the date pad and faint away at the thought of fifty per cent. of quota to make in five per cent. of the month.



Nosuh—me and you puts "no parking" signs up all along the old sales highway—and we don't stop till we cop the dough.



Keep your eagle eye on the prize, old Kid. Don't let it get away from you. Right this minute you and me's got a better grip on it than the rest of the bunch of would-be typewriter managers.



We're goin' out and dig while the other boys are sound asleep—get the old order pen all oiled up—make 'em buy a new printing press for the dotted lines.



I WANT THAT PRIZE—FIRST PRIZE—and all the glory that goes with it.



And if we don't cop, old Kid, or get dog-done close to it—let's you and me pin on this little sign and tell the office boy to follow its instructions—cause we had the same chance as the next guy—and winner or loser is a matter of "will I" or "won't I."

CHICAGO CHATTER Chi Holds a Graduation Party

Most of our American universities have commencement exercises during the month of June. Our Chicago Sales University not to be outdone also held a graduation party in June, and the entire force of girls and boys participated, but instead of a large class Chicago graduated just one man, its well-beloved Manager, Mr. W. B. Larsen, who has been promoted to the home office in the capacity of Sales Manager. He completed a four years' managerial post-graduate course in Chicago, coming through with flying colors, following a five-year course as manager of the San Francisco office.

All of the employees of the Chicago office were assembled and Mr. Bert Hamil made a very stirring speech on behalf of the organization, presenting Mr. Larsen with a beautiful walrus Gladstone bag, a leather golf bag, and a bill which called for a choice of golf clubs. In the words of Mr. Jones, "There was not a dry eye in the crowd when Mr. Hamil got through talking, and when Mr. Larsen attempted to thank the Chicago organization for these wonderful gifts he needed a sponge badly." Mr. Larsen was sent off with wishes for the very highest success in his new capacity.

Mr. Paul W. Jones, the new manager, followed these speeches with a few remarks and captured the good will and friendship of the entire force.

On June 5 the salesmen and servicemen had their annual athletic contest in the Forest Park Reserves and created an even greater friendship and co-operation between the two departments, contrasting to the fine sporting rivalry which exists. The ball games were hotly contested and after 14 innings the servicemen captured the game by a score of 7 to 6. Pitcher Larsen did some fine twirling, and it took two pitchers for the servicemen to beat him. Paul Jones got in the game as umpire, but since he was a new manager the gang were very careful about doing the usual stunts such as pop bottles and things, so he fared very nicely. Freeberg took first prize in the horse shoe contest which is but proper.

The Chicago Sales Force just dotes on contests. Two teams were organized in June, aided by Hardwin and Eddie Johnson. They had a good stiff battle, but at the end of the month they were tied up in a knot, and it was unanimously voted to run the contest another month. The organization will be interested to know the results.

METROPOLITAN MURMURS

Schwartz is back from Europe. Some trip—he bought a ticket on the 17th for the Majestic, on the 18th he told the boss and on the 19th he was back at work. He still has his job but can't seem to get a refund on the ticket. How's the ocean air, Joe?

I heard Mr. Smith tell the boss on the way out to lunch today that he expected July and August of 1925 to be topped by 25 per cent. The boss sent me down in the sub-basement for the TNT and cancelled all leaves of absence. Looks like a h— of a hard working summer for the N. Y. sales crew.

Gee! It's good to see Dave Towle back on this sales force again. The M.A.D.

the first month too. Some operator, Dave!

WATCH YOUR LETTERS

Are your letters neatly typed and easy to read? Is the letter crowded on the letterhead with too much white space at the bottom? Is the type clean, sharp and in good alignment? Royal correspondents, ask yourselves these questions. Remember that first impressions are lasting—the impression the recipient gets when he unfolds a letter is tremendously important—and more so with our company letters, whether to outsiders or members of the organization.

We must be the first exponents of our theory that the Royal Typewriter does work that can stand the challenge "Compare the Work". Our organization letters should be perfect examples of the excellent typing that can be accomplished only with a Royal.

So, let the members of the branch offices, home office, and others connected with the Royal organization who have occasion to correspond, carefully censor their letters. Have them conform with all the standards of Royal quality and typing. Give no one occasion to question the integrity of our claim of quality work.

DROPPED IN

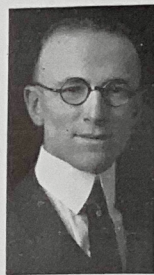
June and the early part of July were particularly fortunate weeks for the home office. It is always a two-fold delight to have branch managers drop in on us and spend a few minutes in the editor's sanctum. The first man to come in with a wide open smile and his usual glad hand was Lee Dunn, boss of the Sesqui-Centennial Quakers. In other words, our gallant Philadelphia sales manager. Mr. Dunn, you will remember, is one of our consistent heavy hitters. He recently ambled off with a victory over the three largest offices in the organizations—New York, Chicago, and Boston, and he still thinks about it for which we surely don't blame him. Dunn is all set for a big summer drive with a full quota of salesmen and a fuller quota of determination, which bids fair to make hash of some of the older records.

Mr. Brown of Albany was the next branch office visitor to cross the maternal door step. We confess we hid under the desk when Brown came in with gun primed and axe lifted for ye advertising manager's neck, but his assumed ferocity was but a poor disguise for his habitual good nature. Brown is a regular fellow and we look for big things from him in the organization.

Walter Teer, modest, smiling and given too dog-gone little to talking about himself and his work, was in just a few days ago. Mr. Teer came to New York in the wake of a very remarkable sales record from his office during the month of June. He personally sold during the month 60 machines to 25 separate companies, which is quite a selling feat in itself without his successful work as manager. Walter is very optimistic about future business in Baltimore. He is reorganizing and adding experienced and successful typewriter salesmen to his

staff and in spite of the fact that the Royal is already the recognized typewriter leader in Baltimore, is going to put it on an even more secure perch.

MONTGOMERY CHEERS US UP



Bill Montgomery, Assistant Sales-Manager in charge of the Central Division, made New York a half way stop on h's way from Atlanta to Canada (mystery—what does Bill do in Canada?). He was in Atlanta

where there is some Federal institution which most people know about, but we have positive proof that he wasn't there, but was helping put over the quota month for Atlanta office which it had in June and getting new Manager Lindig started. Montgomery just bubbles over with optimism. We don't wonder that the offices in his division catch the spirit and show the marvelous increase they have so far this year over last year's record. Montgomery says the reason is good management and we don't doubt it because these Central offices surely have a bunch of stem winders.

LINDIG PROMOTED TO ATLANTA MANAGEMENT



It is a pleasure to see Mr. Lindig who has been making such excellent records at the Grand Rapids office receive his first promotion in the organization to the Management of Atlanta branch office.

While we do not know Mr. Lindig personally, from all reports he is an exceptionally capable manager and knows how to sell typewriters. His Grand Rapids records have proved this time and time again. Now with his bigger opportunity in the Atlanta office there is no doubt but what he will make a real mark for himself.

While we are talking of Lindig we must report that he again made his quota in his last month as Manager of the Grand Rapids office, finishing up a good record which will be hard to beat.

BRANCH NEWS

It is getting to be a habit with Pillow of the Buffalo office. We should surely view with disappointment any month when Buffalo wouldn't either lead the organization or exceed its quota.

In June Pillow again made his quota with a half a hundred sales to individual users.

If you look on the M.A.D. list this month you will see the name of C. E. Driscoll under the Hartford office with a star and a number 3. Mr. Brainerd our Hartford Manager has re-christened

Mr. C. E. Driscoll—"G. G." Driscoll which of course means Go Getter. Following is a sample of how our friend Driscoll goes—

It was on the 30th of June, Driscoll needed 7 machines to make his M.A.D.

(Continued on page 5)

SERVICE CONTEST FOR
MAY—1926

DIVISION NO. 1

- | | |
|-------------------|----------------------|
| 1—Detroit 5* | 13—Cleveland 5* |
| 2—Kansas City 4* | 14—Indianapolis 4* |
| 3—St. Louis 5* | 15—Pittsburgh 5* |
| 4—Baltimore 5* | 16—Minneapolis 5* |
| 5—Dallas 3* | 17—Hartford 3* |
| 6—Chicago 5* | 18—New York 2* |
| 7—Buffalo 2* | 19—Washington 3* |
| 8—Philadelphia 3* | 20—Portland, Ore. 2* |
| 9—Cincinnati 5* | 21—Los Angeles 1* |
| 10—Boston 5* | 22—San Francisco 5* |
| 11—New Orleans 4* | |

DIVISION NO. 2

- | | |
|--------------------|--------------------------|
| 1—Youngstown 4* | 20—Akron 4* |
| 2—Fort Worth 2* | 21—Duluth 1* |
| 3—Bridgeport 5* | 22—Toledo 1* |
| 4—Portland, Me. 1* | 23—Albany 1* |
| 5—Milwaukee 3* | 24—Springfield, Mass. 2* |
| 6—Jacksonville 3* | 25—New Haven 3* |
| 7—Newark 5* | 26—South Bend 1* |
| 8—Memphis 1* | 27—Des Moines 1* |
| 9—Providence 2* | 28—Johnstown 1* |
| 10—Bangor 3* | 29—Birmingham 4* |
| 11—Denver 4* | 30—Dayton 3* |
| 12—Seattle 2* | 31—Springfield, Ill. 1* |
| 13—Omaha 2* | 32—Rockford 1* |
| 14—Erie 1* | 33—Peoria 1* |
| 15—San Antonio 4* | 34—Waco 1* |
| 16—Houston 4* | 35—Columbus 2* |
| 17—Davenport 3* | 36—Wichita Falls 1* |
| 18—Oakland 1* | 37—Evansville 1* |
| 19—Scranton 2* | 38—Fort Wayne 1* |
| 20—Grand Rapids 4* | 39—Fresno 4* |
| 21—Worcester 4* | 40—Little Rock 1* |
| 22—Harrisburg 1* | 41—St. Paul 1* |
| 23—Richmond 1* | 42—Wilmington 1* |

CANADIAN SERVICE
DEPARTMENTS

- | | |
|---------------|-------------|
| 1—Toronto 4* | 2—Ottawa 3* |
| 3—Montreal 1* | |

COLLECTION STANDING FOR
SECOND QUARTERPortland Runs Away with
Three-Month Contest

- | | |
|-----------------|------------------|
| 1—Portland | 13—Pittsburgh |
| 2—Detroit | 14—Buffalo |
| 3—Boston | 15—Washington |
| 4—Minneapolis | 16—Los Angeles |
| 5—Hartford | 17—Baltimore |
| 6—Chicago | 18—Louisville |
| 7—Cleveland | 19—New Orleans |
| 8—St. Louis | 20—Atlanta |
| 9—Cincinnati | 21—San Francisco |
| 10—Indianapolis | 22—New York |
| 11—Kansas City | 23—Dallas |
| 12—Philadelphia | |

"ROYTYPE" QUOTA COLUMN
MAY—1926

Beginning with the month of June each Branch Office was given a "Roytype" ribbon sales Quota to strive for. Bangor, Rochester and Albany were impatient and instead of waiting they just stepped out and made their Quota during May.

Here is a proposition which calls for the earnest cooperation of all connected with the Organization. We have a master product in the "Roytype" and it is up to Manager, Salesman, Employment Manager, Ribbon Clerk and the Serviceman to unite their efforts in this cause and put the thing over big.

Every Royal deserves a "Roytype."

We list the Branches according to their percentages:

- | | |
|------------------|---------------------------|
| 1—Bangor (Q) | 27—Erie |
| 2—Rochester (Q) | 28—Toledo |
| 3—Albany (Q) | 29—Portland, Me. |
| 4—Grand Rapids | 30—San Francisco |
| 5—Denver | 31—Davenport |
| 6—Fort Wayne | 32—Peoria-Johnstown-Akron |
| 7—Boston | 33—Kansas City |
| 8—Dayton | 34—Portland, Ore. |
| 9—Buffalo | 35—Fresno |
| 10—Los Angeles | 36—Newark |
| 11—New York | 37—Memphis |
| 12—St. Paul | 38—Milwaukee |
| 13—Seattle | 39—Springfield, Ill. |
| 14—Chicago | 40—Omaha |
| 15—Washington | 41—Pittsburgh |
| 16—Providence | 42—Oakland |
| 17—Philadelphia | 43—Birmingham |
| 18—Atlanta | 44—Des Moines |
| 19—Detroit | 45—Springfield, Mass. |
| 20—Worcester | 46—Rockford |
| 21—Jacksonville | 47—Evansville |
| 22—Harrisburg | 48—Minneapolis |
| 23—Dallas | 49—Little Rock |
| 24—Wichita Falls | 50—St. Louis |
| 25—Indianapolis | 51—Columbus |
| 26—Louisville | 52—Waco |
| 27—Cincinnati | 53—New Haven |
| 28—Hartford | 54—Richmond |
| 29—Fort Worth | 55—Youngstown |
| 30—Cleveland | 56—Bridgeport |
| 31—Baltimore | 57—South Bend |
| 32—New Orleans | 58—Houma |
| 33—Houston | 59—Wilmington |
| 34—San Antonio | |

Dealers' News

At a Rotarian Convention held at Casper, Wyoming, Hon. Roy A. Davis, our dealer of Colorado Springs, Colorado, was unanimously elected Governor of the 7th District of the Rotary.

This is one of the many honors which have been conferred on Roy A. Davis. In 1914 he was elected to the State House of Representatives and two years later was chosen Speaker of the House. During 1920 and 1921, he was president of the Rotary Club of Colorado Springs.

The Rotarians are holding an international convention in Brussels, Belgium in 1927 and as District Governor, Mr. Roy A. Davis will be the official delegate of the 7th District.

We wondered why Loren E. Spiece missed the June Honor Roll by three machines. The puzzle has been answered. Loren E. Spiece is taking a vacation and at the present is seeing the sights at Washington.

When he reaches the top of the Washington monument, he may be able to see the three prospects he missed in June. Watch him sign them up in July.

Mr. H. J. Roof was in to see us last month. He had a healthy coat of tan and claims that selling the Royal in Florida climate gave it to him. So many Royals have been sold by Mr. Roof that we are beginning to think the sun shines at night in his territory.

Like a true Floridian he reported he was glad to get back to Tampa so he could increase the sale of Royals.

Knight Brothers have been appointed sub-dealers by E. N. Pattillo of Columbia, South Carolina. Mr. Pattillo has been ill for quite some time and we were very pleased to receive the good news that he is well again.

Walsh Brothers at Phoenix, Arizona have appointed Mr. Dave L. Jester as a sub-dealer in their territory. During the time Mr. Jester has been with Walsh

Brothers he has demonstrated his ability and his appointment is well deserved.

We extend our congratulations and good wishes to Mr. Jester on his promotion.

It is reported that Mr. Fletcher of Twin Falls, and Mr. Albertson of Idaho Falls, are making some fine records in the sale of Royal typewriters. These two salesmen of the Idaho Typewriter Exchange are able lieutenants to carry out the policies of Mr. Pollok. Keep up the good work.

A dealer making a sale in his territory is sometimes obliged to overcome handicaps not usually considered by the average typewriter salesman. As an example we cite a case covering a sale made by Mr. C. R. Allen, our dealer at 113 Stone Street, Watertown, New York.

An inquiry was received from a party located in a town which is a number of miles from Mr. Allen's headquarters. Mr. Allen was told about the prospect and he went into action at once. We later inquired if he had been successful in making the sale and the answer was—"YES."

We later learned that in connection with this trip Mr. Allen started from Watertown in his car on dangerous iced roads. It seems that the roads did not bother him to any great extent but on arriving at Lowville he ran into ten miles of snow. Two miles farther down it increased to eighteen inches and before he arrived at Potter Corners, it was necessary to follow a snow plow five miles. The rest of the trip to the town in which the prospect was located was over a road two miles of which was buried under snow banks two or three feet deep. He finally arrived at his destination which luckily was in a valley and it was not very hard to get down the hill. The sale was made and the same handicaps were encountered on his return to headquarters.

If you think you have a hard position canvassing from door to door, think of what this dealer accomplished.

DEALERS' HONOR ROLL

North, East, South and West, dealers in all parts of the country made 100 per cent. and more of their respective June quotas.

Orders were received from all points of the compass but we can only list the names of those dealers who made perfect quota records during the month. The results show that the usual alibis, such as hot weather, poor crops, etc., were buried under a heap of orders.

All of these dealers deserve the praise which is accorded to them for securing the necessary number of orders entitling them to a perfect June record.

Special honor and mention goes to Galesburg Typewriter Exchange, Russell & Cockrell and Tribune Printing & Supply Company. The first two dealers obtained the highest percentage of business during June, while Tribune Printing & Supply Company secured the largest single school order.

Who is going to head the list for July?

Benson Typewriter Company
Crosby-Mook Typewriter Exchange
Roy A. Davis
C. L. Eicholtz
Galesburg Typewriter Exchange *
Leonard Hill
F. P. Holloman
J. P. Hughes
Kerr's Typewriter Emporium
R. P. Mathews
Office Equipment Engineers, Inc.
F. L. Patty
T. H. Payne Company
F. J. Perry
Preston Typewriter Company
W. W. Prior
Royal Typewriter Agency, Billings
Russell & Cockrell *
Sheboygan Business College
Southern Typewriter & Office Supply Company
Tribune Printing & Supply Company *

DEALERS MAKING M. A. D.
FOR MAY

R. R. King
R. G. Nichols
J. E. Gaffaney
W. W. Prior
H. J. Roof

Co-operative Display at Green Bay, Wis.



The new address of C. A. Eckhardt, our dealer at Green Bay, Wisconsin, is 215 East Walnut Street.

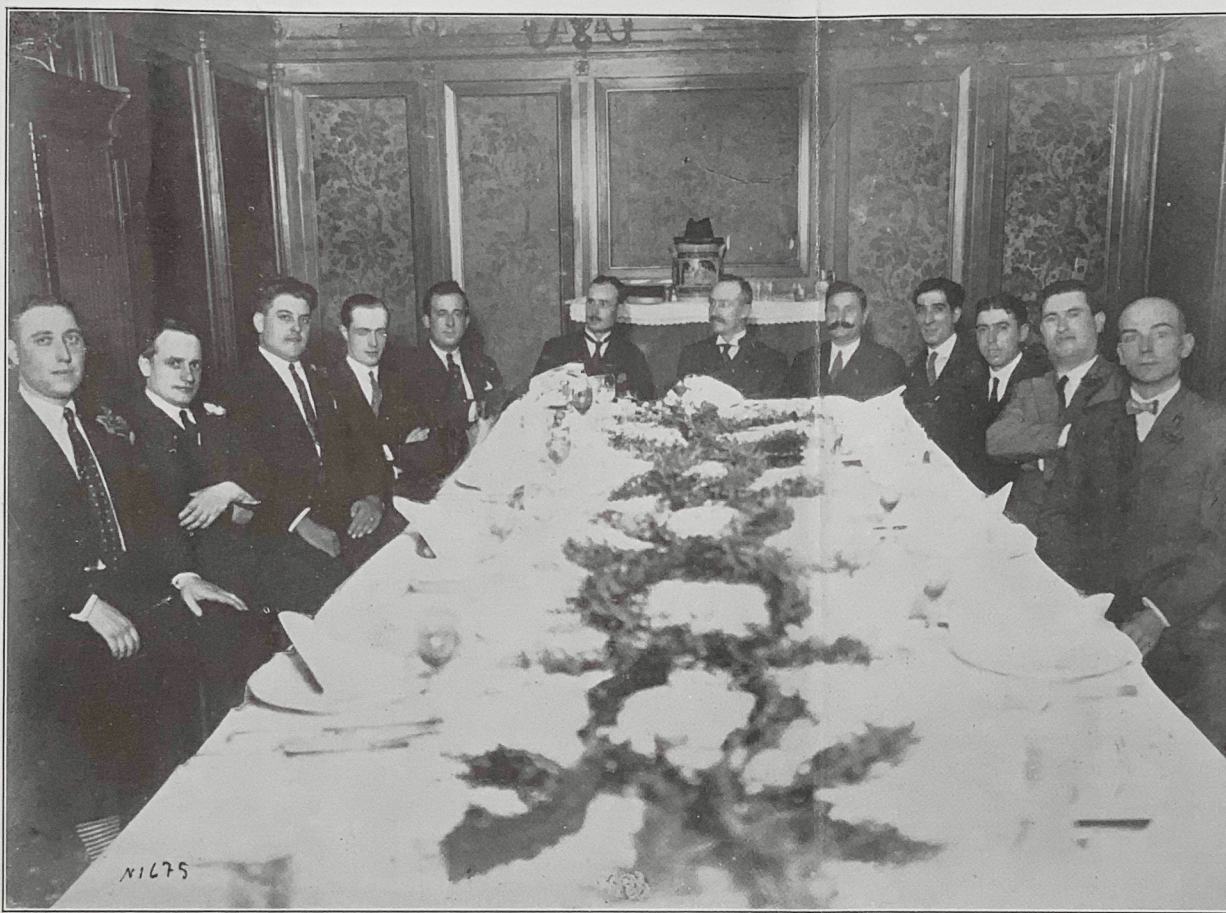
People passing his store probably would be surprised to see an advertising display of biscuits and cake. Closer inspection would show that Mr. Eckhardt is featur-

ing the Royal in combination with the products of one of the large users of Royals—National Biscuit Company.

A cooperative window advertisement of this kind is novel and the attention of the passerby is attracted by the unique combination.

This picture shows that Mr. Eckhardt's new store has a fine window for display purposes. If he continues to present neatly arranged displays of this kind, his store probably will receive considerable advertising through the interest aroused.

Camona Salesmen Hold Get-together Dinner



The chief Buenos Aires salesmen of Compania La Camona, Royal typewriter dealers for the Argentine Republic, were recently brought together at a dinner tendered to them by Mr. Frank Hesse, one of the firm's Directors, and Mr. George H. French, Manager.

The photograph here reproduced shows these gentlemen of the management and the sales staff gathered about the festive board. Mr. Hesse is shown sixth from the reader's left. Reading from left to right, the gentlemen in the photo are: Sr. Molins, Mr. Chilcott, Sr. Ventura, Mr. Cranstoun (in charge of the Royal typewriter department), Mr. Marrone (sub-manager of sales), Mr. Hesse (Director), Mr. French (Manager), Mr. Burton (sub-manager), Sr. Lueiro, Sr. Rodriguez, Sr. Paneggiatti and Mr. Lester.

A fine and praiseworthy spirit of friendliness and co-operation pervades the Camona Organization as a whole. It was this genial fellowship that served to make this dinner event a most enjoyable one—and one which generated the united determination of all present to keep the Royal typewriter ever moving forward in its march of conquest in the Argentine Republic.

BAHIA SCHOOL GRADUATES ITS FIRST CLASS

In this issue, published at a time when commencements are so numerous the world over, it is our particular pleasure to reproduce a photograph showing the first graduating class of the Official Royal School of Bahia, Brazil, a territory under the guidance of our dealer in Rio de Janeiro, Mr. Fred. Figner.

In the photograph below, Mr. Figner is pictured fourth from the left in the group at the top. On the extreme left in the same group is Mr. Henrique Santos Silva, Royal sub-dealer for Bahia and General Superintendent of the Royal School. Mr. Silva is deserving of much credit for the success of the school's first year, and we are sure that his program of expansion for future years will be carried out in a gratifying way.



ROYAL CONQUERS IN SWEDISH CONTESTS

In a recent typewriting competition held in Gothenburg, Sweden, the Royal typewriter emerged victorious with the first prize in Class 1, the participants in



Miss Sahlin, Winner of Class 1 Contest

this class having previously won honors in other contests.

The victorious young lady was Miss Margareta Sahlin, whose Royal typewriter enabled her to exceed her nearest competitor in the contest by over 2,000 strokes. Miss Sahlin is indeed to be congratulated on her splendid achievement.

And, during the same month, another contest was held in Stockholm, the capital city, in which the Royal typewriter operators took a greater number of the total number of prizes awarded than any of the other competing makes.

The Stockholm and Gothenburg managers of Atvidabergs Industrier, Ltd., an important part of the Royal's selling organization in Sweden, are also to be complimented on the energetic manner in which they made the preliminary arrangements for the Royal's participation in these two contests. The final results speak for themselves.

MR. LEE VISITS NEW YORK

Mr. W. E. A. Lee of the firm of Albert E. Lee & Son, of San Juan, Porto Rico, has been paying a short visit to New York in the interests of his firm. Lee & Son are Royal dealers in Porto Rico.

During his stay, Mr. Lee managed to pay a brief visit to the Royal factory and was very much impressed with the efficiency and care with which the Royal is manufactured.

It was a pleasure to have had Mr. Lee with us, and we hope that he will visit us again shortly.

ROYAL EXHIBIT IN NORWAY

In the photograph here reproduced is shown the display recently made by the Royal dealer for Norway, Mr. M. Nissen-Lie, of Oslo, at the County Exhibition held at Porsgrund, a thriving town about fifteen miles from Oslo.

On behalf of Mr. Nissen-Lie, the ex-

hibit was arranged for and conducted by Mr. L. O. Hartvedt, the Royal sub-dealer in Skien, a town adjoining Porsgrund. The gentleman shown in the photo is Mr. Hartvedt.

The good work of our friends resulted in much favorable publicity for the Royal typewriter and its distributors in Norway.



A Man You'll Be Glad to Know



Mr. R. C. Reed

We want you men in the selling part of our business to meet Mr. R. C. Reed, head of the Factory Sales Division. He's the man who handles all details connected with sales orders from our New York Office for Typewriters, Parts and Supplies, which are shipped all over the world.

Honestly, you'd think he was working directly for you men on the selling end. A sales order is like a "special delivery" letter to him. Goods must be sent on their way from the factory just as soon as humanly possible. No doubt exists in his mind that an order lying at the factory is of no value until shipped. "Action, not excuses," is his reply when following up your sales orders. He doesn't get results by "crabbing," but by his knowledge, experience and quiet, efficient way. He is rather sensitive, and if delays or errors occur in his department, he feels it reflects right back to him; in fact, he is a little too self-conscious and modest, even though we admit among ourselves his ability is greater than he gives himself credit for.

We, who have known him for several years, like his quiet and efficient way, and his courtesy to all. He's a sticker for work, a good disciplinarian, and his regard for the Royal Typewriter Company is an outstanding feature of his loyalty.

SERVICE TO THE ROYAL SALESMEN

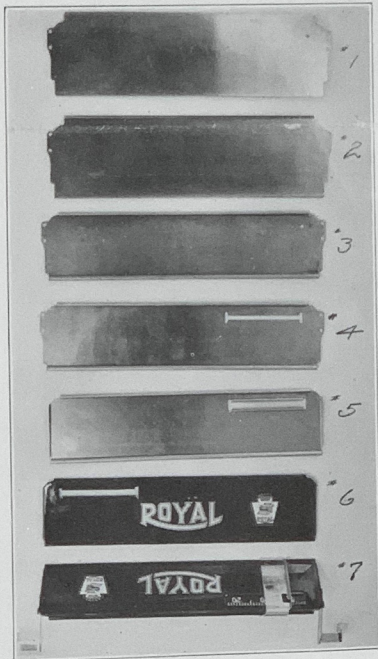
You men on the selling end could not have selected a better man to look after your interests. He is not looking for credit; service is what he wants and intends to give you. There is a tremendous amount of detail in his department, and it is well conducted by himself and his capable assistants. Naturally, those in his department are the last ones to quit each evening, as all work connected with the day's shipment of machines, parts and supplies from the factory, must be recorded and mailed to New York before their job is done for the day. To do this, he must have the co-operation of the producing departments, packing department and shipping department. These departments will do anything for "Reedy," as he is oftentimes called.

Entering the plant in 1916, with a fund of clerical experience and training, he was promoted from time to time to the

Most of the visitors to the plant become very much interested in our method of applying the decalcomanias to the various Japanned parts of the Royal Typewriter. "Transferring" is what we term the operation here among ourselves at the plant. No doubt the reason so much interest is taken in this particular job is, we believe, due to many having had experience when boys and girls with the decalcomanias. Don't you remember how we used to buy the colored ones, moisten them on our tongue, place the picture part downward, on the back of our hands or on some part of a book, sheet of paper, etc.; then we would carefully draw the top paper part toward us and there would be left the picture or design? Well, this is practically what is done with the decalcomanias on our machine.

Take the word "Royal" which is transferred on our Paper Table, the exactness required in the making of this particular decalcomania as to dimension and size is much closer than one would suppose.

In picture No. 1, you will see two or three young ladies in a small corner of our Japan Department. The nearest operator is placing the Decalcomania or Transfer on the Paper Table. She has already applied a thin coat of sizing varnish on the front of them, placing them



No. 2—Paper Table Operations

position he now holds. "Reedy," we understand, is an amateur actor of no mean ability, as shown by his work in the "Little Church Around the Corner," which he attends. Their playlets have been very successful. In one, "School Days," he made a hit when he naturally took the part of the red-headed school boy.

"Reedy" evidently believes in the old adage: "An apple a day keeps the doctor away," as most any day you can come upon him stealing a bite from a big, red apple.

You can't put quality into production unless you have quality in the organization; that's why "Reedy" was selected for his job.

Royal Paper Table and Transfers



No. 1—Applying Transfers

aside for a few minutes and when they are partly dry, she places one of them face down in correct location on the Paper Table, smoothing it out with a wet sponge, allowing it to stay a few minutes while she is continuing the same operations on the other Paper Tables. When she has a certain number done in front of her, which is governed by the time required for the paper to become thoroughly dampened, the operator then commences to draw the paper backing off, leaving the beautiful gold word "Royal" on each of the Paper Tables. Then a very delicate operation is done requiring considerable training and care to remove the sizing varnish without disturbing the gold letters. This is done by using a soft cloth dampened with a mixture of gasoline and water, then quickly dried with a soft clean cloth. The description of this operation reads decidedly easy and simple, but really it is far from it. It takes several months before an operator becomes expert enough to pass our rigid inspection.

As a matter of further interest in this connection and to make our story complete, we are showing picture No. 2, which we admit gives a combination of mechanical manufacturing from the blanking of the Paper Table to the finished product, showing the Decalcomania in its full glory. The first operations are made from very costly tools; costly on account of the exactness and difficult operations necessary.

No. 1 shows blank cold rolled bending steel with holes pierced for Paper Table Arms.

No. 2 shows edges of Paper Table bent and partly formed.

No. 3 shows the edges completely curled.

No. 4 shows the slot for Paper Table Scale pierced in correct location.

No. 5 has had ends formed and bent, with slot formed to receive scale.

No. 6 shows Paper Table japanned, with gold "Royal" trade mark, scale inserted; Paper Guide thereon and with Paper Table Arms, all ready for assembling to the Royal Typewriter.

Our Paper Tables receive several coats of Japan, each coat carefully rubbed with wet pumice and sluiced well in water. The spraying with high-grade enamel gives us the beautiful black lustre Japan finish.

Just take a look at the nearest new Royal Typewriter and note the quality finish to satisfy yourself that we practice what we preach. As we have stated in previous articles, it isn't what we SAY in our articles that represents quality in our product, it's what we DO in workmanship that tells the true story of quality.

BRANCH NEWS

(Continued from page 2)

and he knew right where to lay his hands on them. It was 130 miles away from Waterbury but that didn't make any difference. He hopped into his car and drove to the prospect's house. When he got there as ill fortune would have it, the customer was away at his cottage, ill. It was then 7 P.M. but hours don't mean anything at all to Mr. Driscoll when it gets near the end of the month. He was determined to go get that order. The cottage in which the man was staying was some 65 miles away from that point but he set out after him. He found his man, got his order, and was back home in the early hours of the morning after a com-

pleted trip of 260 miles BUT he brought home the bacon.

Driscoll is used to doing these things. If there is an order in sight nothing will stay him. He will get it. This is the third time he has made the M.A.D. Club since December which is quite a marvelous record for the small territory which he covers. It certainly illustrates the stuff that our Royal M.A.D. men are made of.

* * *

It is mighty fine to see the Duluth office climbing up to the top in sales.

Mr. Shumway came along in great shape in June and according to Mr. Montgomery's report will show another whale of a month in July.

School Department

New Haven billed 250 per cent. of its school quota and heads the list for June. Duluth is second with 220 per cent., and Harrisburg is third with 216 per cent. While the school billing for last month was not up to our expectations, yet, the unfilled orders, as given on the final reports, show that the sales exceeded those of last year.

School sales afford one of the very best opportunities of winning the cash prizes in the contest for July and August, as outlined in Mr. Larsen's letter of July 2. and each and every office should take full advantage of this.

Our Branches and Dealers are expected to show a gain each year in the amount of school business secured, and

if you get your share of the equipment necessary for the new schools in your territory, it will go a long way toward taking care of this gain.

The number of school sales reported by our Dealers exceeds the number secured in June of last year, and judging from the deals pending at present, they will do a record-breaking business in July.

Below is listed the first ten offices based upon the percentage of school quota billed during June:

- | | |
|--------------|---------------|
| 1—New Haven | 7—Bangor |
| 2—Duluth | 8—Buffalo |
| 3—Harrisburg | 9—St. Louis |
| 4—Columbus | 10—Fort Worth |
| 5—Scranton | Peoria |
| 6—Hartford | Rockford |

A. M. STONEHOUSE,
Manager of School Department.

Employment Department

It is very gratifying to note when comparing the records made by our Employment Managers during the first six months of this year with those of the first six months of last year that they have made a gain each month in the number of positions filled.

In June, Denver made the highest percentage of its quota under Positions Filled, and St. Paul is a very close second. In our District Branches, Los Angeles has the distinction of securing the highest percentage of its quotas under Positions Filled as well as Sales. Minneapolis is second under Positions, and Philadelphia is second under Sales.

Mrs. Doriss placed the greatest number of beginners in positions during June. Mrs. Parvis of Cincinnati is second. Mrs. White of Los Angeles and Miss Lewis of San Francisco tie for first place based upon number of calls made during the month. Mrs. Gunther of Baltimore and Miss Evans of Chicago tie for second place.

Our Employment Managers have also made a good showing this year in the way of securing sales through their Departments. This applies particularly to school sales, as our Employment Managers are keeping in close touch with their schools, and the school proprietors and principals appreciate the number of posi-

tions which they are securing for beginners, and this appreciation is shown by increased orders for Royals.

Below is given the standing of our Branches and District Branches for the month of June:

Branches

POSITIONS

- | | |
|-----------------|------------------|
| 1—Denver | 12—Rockford |
| 2—St. Paul | 13—Davenport |
| 3—Jacksonville | 14—Fort Wayne |
| 4—Peoria | 15—Birmingham |
| 5—Akron | 16—Toledo |
| 6—Worcester | 17—Youngstown |
| 7—Portland, Me. | 18—Johnstown |
| 8—Oakland | 19—Evansville |
| 9—Columbus | 20—Omaha |
| 10—San Antonio | 21—Wichita Falls |
| 11—Grand Rapids | 22—Providence |
| 12—Duluth | |
| 13—Rochester | |
| 14—Newark | |

District Branches

POSITIONS

- | | |
|------------------|------------------|
| 1—Los Angeles | 1—Los Angeles |
| 2—Minneapolis | 2—Philadelphia |
| 3—San Francisco | 3—St. Louis |
| 4—Kansas City | 4—Pittsburgh |
| 5—Chicago | 5—Cincinnati |
| 6—Buffalo | 6—Indianapolis |
| 7—Portland, Ore. | 7—Portland, Ore. |
| 8—Detroit | 8—Washington |
| 9—New York | 9—Louisville |
| 10—Philadelphia | 10—New Orleans |
| 11—New Orleans | 11—San Francisco |
| 12—Dallas | 12—Chicago |
| 13—Baltimore | 13—Cleveland |
| 14—St. Louis | 14—Minneapolis |
| 15—Indianapolis | 15—Buffalo |
| 16—Cleveland | 16—Dallas |
| 17—Pittsburgh | 17—Detroit |
| 18—Hartford | 18—Kansas City |
| 19—Cincinnati | 19—New York |
| 20—Washington | |
| 21—Louisville | |
| 22—Houston | |
| 23—Atlanta | |

A. M. STONEHOUSE,
Manager of Employment Department.

Toledo Girl Wins Highest Royal Award

It is gratifying to note that the awards which we offer for proficiency in typewriting are the means of encouraging students in their efforts to become better operators, and we would suggest that you call this to the attention of your typewriting teachers when visiting the schools in your territory. There is a real advantage to be gained by winning Royal awards, as we emphasize accuracy more than speed. No awards are issued to students who make more than five errors in the fifteen minutes' test. Students in all parts of the country seem to appreciate this fact, as our records show that the number of awards issued is increasing every year.

Mr. Knott, Manager of our Toledo office, reported to us recently that Miss Shedenhelm, a student of the Dell School, Tiffin, Ohio, wrote a net of eighty-seven words per minute with only four errors when copying from unfamiliar material which was furnished by the School Department. This record entitled Miss Shedenhelm to a Royal typewriter. This was presented to her recently by Mr. Knott before the entire student body of the Dell School. We are pleased to reproduce Miss Shedenhelm's photograph



taken with her new Royal. We feel that the record which she has made will be an incentive to the typewriting students in your territory.

ROYAL MACHINE-A-DAY CLUB JUNE

NEW MEMBERS



S. T. BUCK
Cincinnati

H. W. KARG
Cleveland

D. TOWLE
New York

REPEATERS (Marked by *)

- | | | | |
|--|--|--|--|
| AKRON
L. J. Michel 9
H. H. Tomkinson 13 | DALLAS
C. D. Walker 4 | MILWAUKEE
W. A. Partee 23* | PROVIDENCE
J. H. Alden 1
E. D. Crandall 13
J. L. Schora 2
C. E. Smith 1 |
| ATLANTA
S. N. Malone 2 | DAVENPORT
H. B. Swaisgood 1 | MINNEAPOLIS
M. E. Bailey 6
J. T. Graham 2 | RICHMOND
C. H. Carter 1
A. Bartlett 1 |
| BALTIMORE
J. C. O'Keefe 9
W. F. Teer 25* | DAYTON
O. P. Gilmore 13 | NEWARK
C. K. Schill 1 | ROCHESTER
G. C. Johnson 6 |
| BIRMINGHAM
A. Patterson 1 | DENVER
W. H. Mitchell 4 | NEW ORLEANS
W. J. Creger 12
F. Pritchard 2 | ROCKFORD
C. C. Flagg 1 |
| BOSTON
I. C. Barlow 16*
E. T. Buckley 4
H. E. Burton 27*
F. W. Keylor 1
G. H. Palmer 12*
B. W. Simpson 2
J. H. Hanson 3 | DETROIT
C. W. Knox 13
J. C. Mitchell 1
E. L. Owen 4*
L. D. Teeters 20*
O. T. Wheaton 2 | NEW YORK
D. J. Allingham 43*
H. J. Becker 1
W. B. DeRango 20*
O. Gentry 4*
T. M. Gleason 41*
A. Graf 4
R. B. Gray 5
G. M. Guest 42*
I. Hulbert 1
L. E. LeMaster 17*
E. J. Matthews 14*
P. Mittenzweig 9*
G. Rannenberg 28*
J. Schwartz 31*
J. B. Eccles 3*
N. Sykes 8*
D. Towle * | SAN ANTONIO
J. T. Jackson 1
E. C. Phillips 3 |
| BRIDGEPORT
J. F. Dacey 4 | PORT WORTH
P. H. Billman 2 | HARRISBURG
J. R. Gardiner 1 | SAN FRANCISCO
D. G. Becknell 4
C. H. Billington 6
T. N. Colwell 3
J. C. Deardorff 2
G. N. Hammond 1
P. Pearson 2
S. N. Howell 1
C. E. Russ 3
D. B. Starrett 5 |
| BUFFALO
George Hauptman 4*
W. W. Hodgson 3
A. R. Lerch 1
C. M. Pillow 18
W. F. Wegener 2 | CHICAGO
E. J. Barnett 1
W. G. Brown 10*
W. S. Daniels 4*
C. LaBorence 20
R. C. Goldblatt 21*
B. P. Hamill 23
R. F. Hoyt 3
E. H. Johnson 15
H. Nuhn 15
J. M. Roberts 32
A. C. Wheeler 8*
L. E. Wilson 8 | HARTFORD
W. C. Bartley 2
H. F. Brainerd 43*
J. L. Cook 3
C. E. Driscoll 3* | SCRANTON
C. C. Waters 3
D. W. Ward 1 |
| INDIANAPOLIS
W. S. Orvis 1
G. W. Randall 3*
J. C. Lankford 1 | JACKSONVILLE
J. E. Gardner 3
A. D. Richardson 4 | KANSAS CITY
W. S. Orvis 1
F. G. Kennedy 4*
J. F. Schad 1
E. C. Williams 2 | SEATTLE
H. D. Hoyt 1
W. H. Kirchofer 5 |
| CLEVELAND
J. C. Dawson 4*
M. C. Hull 26
C. E. Keyser 1
W. H. Peate 4
W. C. Rodgers 6
L. R. Cullar 2
H. W. Karg* | LOS ANGELES
R. D. Anderson 7
D. S. Fullerton 2
G. G. Ralls 9
R. G. Weinberg 1
A. F. Lines 2 | LOUISVILLE
J. T. Wellman 43*
H. Holmberg 4 | SPRINGFIELD, ILL.
C. A. Stevenson 1 |
| COLUMBUS
L. V. Bell 2
H. D. Pegg 1
G. C. Kinnamon 18 | MEMPHIS
A. O'Bryan 2 | PITTSBURGH
A. R. Davis 5
J. E. Eskey 2
M. V. Miller 43*
C. W. Putney 1
J. A. Manning 2 | ST. LOUIS
G. M. Davis 6
C. D. Sparwasser 4*
L. E. White 19*
D. H. Meyer 3* |
| | | PORTLAND, ME.
W. E. Ayres 2 | ST. PAUL
L. L. Larson 1 |
| | | PORTLAND, ORE.
C. E. Gray 2
G. D. Roe 2 | TOLEDO
E. L. Knott 12 |

DEALERS' M. A. D. ROSTER FOR 1926

- | | | | |
|-------------------|-----------------------|----------------|---------------|
| J. E. Gaffaney 5* | Mrs. S. D. Hendley 4* | B. Coleman 3* | R. Kuykendall |
| R. G. Nichols 5* | O. G. Penegar 4* | G. P. Campbell | W. W. White |
| W. W. Prior 5* | H. G. Bancroft 3* | J. P. Kling | C. Weisinger |
| H. J. Roof 5* | J. C. Good 3* | F. Myers | R. J. Walsh |
| R. R. King 5* | | | W. P. Ridley |

FOREIGN MACHINE-A-DAY CLUB

CANADA—Royal Typewriter Company Ltd.
A. J. Newlands, Montreal

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

- | | | | |
|-----------------------|------------------|-----------------------|-----------------------|
| 1—H. D. Ebbutt | 8—W. D. Morgan | 15—A. J. Van Dervelde | 22—S. V. Hall |
| 2—J. Harrison | 9—B. Harris | 16—P. C. Fielding | 23—E. Wood |
| 3—H. W. D. Buckeridge | 10—A. F. Thomas | 17—A. W. Thomas | 24—J. B. Worley |
| 4—C. Salter | 11—L. Harris | 18—H. W. Schofield | 25—W. A. Henry |
| 5—H. Herman | 12—C. A. Bak | 19—J. C. Barlow | 26—W. Jenner |
| 6—J. Sears | 13—F. W. Johnson | 20—J. W. Barker | 27—G. E. W. Sheldrake |
| 7—W. H. Roberts | 14—S. H. Goodwin | 21—F. J. Soan | 28—J. C. S. Branson |
- AUSTRALIA—Sydney Pincombe, Ltd.
1—W. J. Sheehy 4—E. S. Stack
2—R. G. Hood 5—L. Parkhurst
3—E. W. Rutledge 6—W. H. Bale
- CHILE—W. R. Grace & Co.
1—Mrs. Raquel Delano De Sierra
2—Mr. Oscar Achondo Godoy
- CZECHOSLOVAKIA—Joseph Foist
1—Alois Foist 4—A. Smatlak
2—L. Maranek 5—Ladislav Foist
3—J. Hejzman 6—Franz Konecny
- MEXICO—M. E. Raya & Company
1—Alfredo Aguirre 3—Alfredo Garza
2—Alonso M. Garza 4—Carlos S. Garza
- SWITZERLAND—Theo. Muggli
1—Theo. Muggli 4—G. Pozzi
2—Theo. Graf 5—Arnold Muggli
3—Robert Gubler
- FRANCE—J. H. Davis & Co.
1—J. H. Davis 4—Robert Currel
2—George Z'berg, Jr. 5—E. Brocard
3—M. Benoit 6—E. Hantz
7—Ch. Baumann
- AUSTRIA—Joe Lesti, Nfg.
Emanuel Lauterbach
- LATVIA—O. & J. Dalitz Bros.
James Dalitz
- GERMANY—Berlin—Friedr. Magnus, Nfg.
1—Carl Pietzsch 2—Carl Suchanek
Hamburg—Anton Bernstein.
- GUATEMALA—James P. Howell
1—D. V. Elias 2—V. M. Ramirez
- SWEDEN—A. B. W. Banzhaf
1—Jonas Eriksson
2—Conrad Bohman
- NEW ZEALAND—New Zealand Typewriter & Supplies Co. Dunedin—Mr. A. McDougall
W. J. Seater & Co. Wellington—Mr. R. H. Eastman
- JUGO-SLAVIA—S. M. Markovitch
Mr. Edward Pollak
- HUNGARY—A. Kovacs & Co.
Mr. Ferdinand Gross de Millwald
- BULGARIA—Jordan JV Boyadjieff & Sons
Jordan JV Boyadjieff
- BELGIUM—American House (J. Tondolier)
Jean Tondolier—Georges Becker—Paul Juen